

To: 2200 - Atlanta ROU, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU,
 1110 - Boston ROU (PROVENL), 6610 - Denver ROU, 6210 - Chicago ROU,
 2610 - Dallas ROU, 6710 - Detroit ROU, 6910 - St. Louis ROU (JOHNSOK4),
 1210 - New York ROU (ALVICH), 5810 - Houston ROU (HOWARD),
 5410 - S. California ROU (PECKHAK), 1310 - Philadelphia ROU (METZG),
 2310 - S. Florida ROU (FINKLEP), 2910 - Richmond ROU (YOUNGP)
 DDA:MSMAIL=RJRWS/RJRPO4/GAILLAR; O=RJREM; P=WSX400; A=RJR; C=US

From: 1610 - Buffalo ROU (BRZEZIE)

Posted: 10/24/97 10:12

Opened: 10/24/97 11:12

Subject: BUFFALO REGION - WINSTON EQUITY TEST

Attn. ROU's - please forward the following to the affected managers in your respective regions. Any questions, please contact the Buffalo ROU.

Thanks for your assistance!
 Eileen Brzezicki
 P&A#1610

CC: Duszynski, R, Noonan, R, Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C,
 Battle, Herbert, Ridge, Robert, Burrows, Robert, Keeney, David, Smith, Richard A.,
 Jurgensen, Kurt T., Leonard, John M., Norris, Chuck H., Macleod, Stephen,
 Mclean, James J., Eckardt, Diane C., Natale, Fray, 1600 - Buffalo Region (BURRELL)

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	
1226	_____	PC	SC
1229	_____	MC	PA
1240	<u>AE</u>		
1244	<u>AB, JM</u>	RSM	RBM

E-MAILED.

51851 9430



L.E. MacWilliams
Region Operations Manager
Buffalo #1600

October 24, 1997

TO: KAM's & AM's

RE: WINSTON EQUITY TEST -
FSC-149B dated 9/30/97

Ladies & Gentlemen:

In an effort to assist KAMs/AMs with chain stores residing inside the Buffalo Region #1600, following is a spreadsheet indicating the total number of stores, by Chain ID, which will be affected by the test.

As a reminder, the following criteria applies to all Retail Outlets inside the Buffalo Region Test Market, effective 11/1/97:

- WINSTON comes off grid in all pack outlets
- Change pack outlet strategy on WINSTON - no gapping, only matching Marlboro discount activity
- No secondary trigger (BSGSF) in pack outlets for WINSTON
- No change to current carton outlet strategy to include CTS outlets
- No additional support material

We appreciate your efforts in adjusting chain promotional programs in order to achieve acceptable test results. Please do not hesitate to contact me if I can be of assistance.

Sincerely,

Lori MacWilliams

L.E. MacWilliams
ROM/#1610
:etb

cc: W. Roth
F. Natale
KAM/AM/DM/RM (16xx)

lem10-97.doc

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**Winston Equity Test - Chain Stores Residing in Test Market with Headqtrs. Outside
Buffalo Region**

CHAIN NAME	CHAIN ID	STORES		DIVISION	KAM/AM
		IN 18XX	#		
7/11 HANDEE MART INC	1238 00 00	1	1740	AM, Rob Helm	
A & P	0208 01 02	23	1740	KAM, Mitch McGovern	
AAFES HEADQUARTERS	0106 00 00	19	W-S	Ralph Gaillard (VP Military Sales)	
AAFES(DECA STORES)	1142 00 00	3	W-S	Ralph Gaillard (VP Military Sales)	
ACME MARKETS, INC.	0320 00 00	2	1340	AM, Stefan Majer	
ADAMS SUPER FOODS	1312 00 00	1	1142	AM, Therese Scott	
AMERADA HESS CORP.	0353 00 00	120	1240	KAM, Nick Kuruc	
AMERICAN DRUG STORES	0330 00 00	13	6242	KAM, Faith Decker	
ASHBRIDGE OIL CO INC	2965 00 00	3	1740	AM, Scott Payne	
BARRIER OIL CORP	1947 00 00	6	1244	AM, Jim Mallardi	
BIG APPLE CONV.STRS.	1601 00 00	4	1140	AM, Eric Venooker	
BIG V SHOP RITE	1157 00 00	22	1240	KAM, Nick Kuruc	
BJ'S WHOLESALE CLUB	2515 00 00	11	1140	KAM, Mike Belniak	
BOYERS MARKETS	3650 00 00	1	1742	AM, Jim Herlihy	
BP AMERICA	1114 10 00	2	1744	KAM, Brian Coleman	
BROOKS DRUGS, INC.	0307 00 00	33	1142	AM, Helen Burke	
BUCKLEY GAS MARKETER	5464 00 00	1	1244	AM, Jim Mallardi	
C. K. SMITH & CO.	1736 00 00	2	1140	AM, Steve Manos	
CHRISTY'S MARKETS	0934 00 00	13	1142	AM, Jim Merusi	
COAST GUARD EXCHANGE	0347 00 00	1	2926	DM, Kevin Spurrier	
COASTAL MART INC	1906 14 04	10	5860	KAM, Paul LaMarca II	
COUNTRY CONVENIENCE	2946 00 00	6	1244	AM, Jim Mallardi	
COUNTRY FAIR	1945 00 00	8	1740	KAM, Mitch McGovern	
CR PHARMACY	2493 00 00	1	1742	AM, Lonny Gohn	
CUMBERLAND FARMS INC	0107 44 85	161	1140	KAM, Jim Merusi	
CVS DRUG STORES	0303 00 00	278	1142	AM, Helen Burke	
D'AGOSTINO SUPERMKTS	2281 00 00	1	1244	AM, Jim Mallardi	
D.W.PORTO GAS DIV.	2358 00 00	6	1244	AM, Jim Mallardi	
DEBLOIS OIL	2757 01 00	26	1142	AM, Theresa Scott	
DEMOULAS	1143 00 00	22	1140	KAM, Mike Belniak	
ECKERD DRUG	0103 07 00	286	2344	KAM, Linda Forrey	
ENERGY RETAILERS INC	5225 00 00	1	1130	RM, Dennis Laughman	
ERIE PETROLEUM INC	1892 00 00	5	1740	AM, Scott Payne	
EXXON COMPANY USA	5474 00 00	14	5860	KAM, Paul Lamarca II	
FABER, COE & GREGG	0909 00 00	2	1240	AM, Audrey Evanchik	
FOOD BAG CONV.STORES	1328 00 00	5	1142	KAM, Jim Merusi	
FOOD TREND STORES	1608 00 00	1	1140	AM, Eric Venooker	

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**Winston Equity Test - Chain Stores Residing in Test Market with Headqtrs. Outside
Buffalo Region**

FRIENDLY MINI MRKTS	1861 00 00	2	1742	AM, Lonny Gohn
G.C. MURPHY	0318 00 00	7	1742	AM, Lonny Gohn
GENOVESE DRUGS	0936 00 00	1	1244	KAM, George Moulton
GIANT FOOD STORES	4027 04 00	3	1742	KAM, Curt Moser
GIBBS OIL	1224 01 00	7	1140	AM, Steve Manos
GRAND UNION	0206 01 00	139	1240	KAM, Nick Kuruc
HANNAFORD BROTHERS	1610 01 00	47	1140	KAM, Mike Belniak
HILL'S DEPT STORES	0510 00 00	26	1140	AM, Steve Manos
HIWAY OIL	0581 00 00	12	6629	SR, Dan Parre
HONEY FARMS	1109 00 00	1	1140	AM, Steve Manos
INSERRA SHOP RITES	2352 00 00	4	1240	AM, Audrey Evanchik
IRVING OIL CORP	1615 00 00	21	1140	AM, Eric Venooker
JEFFERSON WHLSE GROC	2145 00 00	3	1740	AM, Scott Payne
KAPPY LIQUORS	1847 00 00	1	1126	RM, Irene Torregrossa
KMART CORP	0002 02 00	97	6742	KAM, Dennis Bellinger
L.F. WIDMANN, INC.	1034 00 00	23	1742	KAM, Curt Moser
LANECO, INC.	1304 00 00	3	1742	AM, Jim Herlihy
LEHIGH FUELS	5109 00 00	1	1332	SR, David Podnieks
LLOYD'S GAS STATIONS	3462 00 00	3	1244	AM, Jim Mallardi
MCCRORY'S STORES	2474 00 00	3	1742	AM, Lonny Gohn
MERIT OIL CORP.	0358 00 00	4	1340	KAM, Jim Morris
MOBIL OIL	0975 01 01	38	2944	AM, Marianna Conroy
MOBIL POWER BUYERS	2794 02 00	77	1140	AM, Steve Manos
MUTUAL OIL CO., INC.	3408 00 00	2	1142	KAM, Jim Merusi
NEXCOM HQ'S	0343 00 00	2	W-S	Ralph Gallard
NITTANY MINIT MART	1864 00 00	2	1742	AM, Lonny Gohn
ON THE RUN FRANCHISE	1449 00 00	14	2944	AM, Marianna Conroy
PANTRY QUICK	3647 00 00	7	1742	AM, Jim Herlihy
PATHMARK STORES INC.	0522 00 00	1	1240	KAM, Nick Kuruc
PETERBOROUGH OIL CO.	1741 00 00	14	1140	AM, Steve Manos
PHAR MOR	2955 00 00	1	1740	KAM, Mitch McGovern
PHARMHOUSE DBA RXPLA	1122 00 00	11	1244	KAM, Goerge Moulton
PILOT OIL	0562 02 00	1	2148	KAM, Tony Tress
QUALITY FUELS INC	3798 00 00	2	1738	AM, Cindy Ferencak
RED APPLE/GRISTEDES	0904 00 00	1	1244	AM, Art Groll
REDNERS MARKETS	3078 00 00	2	1742	AM, Jim Herlihy
RICHDALE DAIRY STORE	0966 04 00	6	1142	AM, Helen Burke
RITE AID CORPORATION	0110 00 00	300	1742	KAM, Curt Moser
SHAW'S SUPER MARKET	1137 00 00	17	1142	KAM, Jim Merusi

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**Winston Equity Test - Chain Stores Residing in Test Market with Headqtrs. Outside
Buffalo Region**

SHEETZ INC.	0568 06 00	18	1740	KAM, Mitch McGovern
SHORT STOP	1867 00 00	2	1742	AM, Lonny Gohn
SOUTHLAND CORP	0001 04 02	49	2640	KAM, Jeff Rumberger
STOP & SHOP SUPERMKT	0533 00 00	4	1140	KAM, Mike Belniak
STORE 24	0949 00 00	6	1142	KAM, Jim Merusi
SUN COMPANY APLUS	0362 01 01	151	1340	AM, Joe Rago
SUN DLX ULTR SVS STA	1335 04 00	2	1340	AM, Joe Rago
SUPER FRESH STORES	1127 00 00	1	1240	KAM, Nick Kuruc
TEDESCHI FOOD SHOPS	0981 01 00	2	1142	KAM, Jim Merusi
THE LOCKARD CO	1488 00 00	1	1740	SM, Scott Payne
THORNE'S MANAGEMENT	5174 00 00	1	1760	DM, Earl Kight III
TOP STAR INC.	4150 00 00	1	1742	AM, Jim Herlihy
TRAVEL PLAZAS	5126 01 00	6	2940	DM, Kevin Spurrier
TRUCKSTOPS OF AMERIC	1370 00 00	5	1744	KAM, Brian Coleman
TURKEY HILL MINIT MK	0586 00 00	42	1340	KAM, Jim Morris
UNI MARTS, INC.	0578 00 00	79	1742	KAM, Curt Moser
USA PETROLEUM	0560 00 00	1	5444	KAM, Jeanne Swisher
VICTORY MARKETS	1740 00 00	3	1140	AM, Steve Manos
W. H. SMITH, INC.	0550 00 00	3	2242	KAM, Frank Thomas
WAL MART STORES, INC	0209 11 00	74	6945	KAM, Marty Wahburn
WALDBAUM'S INC.	0549 00 00	2	1244	KAM, George Moulton
WALGREENS	0203 75 00	20	6242	KAM, Faith Decker
WALMART SUPERCENTERS	5177 00 00	8	6945	KAM, Marty Wahburn
WAWA/RED ROOF	0325 00 00	5	1340	AM, Joe Rago
WEIS MARKETS	3806 00 00	14	1742	KAM, Curt Moser
WEIS MARKETS, INC.	0577 00 00	20	1742	KAM, Curt Moser
WHITE HEN PANTRY	5296 00 00	8	1142	AM, Helen Burke
WINEBAUMS NEWS INC.	1720 00 00	4	1122	RM, Scott Osgood
WOOLWORTH STORES	0534 00 00	30	1244	KAM, George Moulton
XTRA MART	1403 00 00	4	1140	KAM, Mike Belniak

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